

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.61

1916

EXHIBIT 111

OCT 2 1916

U.S. DEPT. OF AGRICULTURE

American



SEED TAPE

Better Quality Seeds

FLOWERS • VEGETABLES

P L A N T T H E T A P E

INDEX

	Page
The experience and knowledge back of Seedtape . .	2
Garden Plans	32
Collections	31

V E G E T A B L E S

	Page
Beans	17
Beets	3
Cabbage	4
Carrot	5
Corn	19
Cucumbers	19
Kohl-rabi	6
Lettuce	7-8
Onion	9
Parsley	12
Peas	18
Radish	10-11
Spinach	13
Swiss Chard	14
Tomato	15
Turnip	16

F L O W E R S

	Page
Aster	21
Balsam	22
Candytuft	23
California Poppy	24
Mignonette	25
Morning Glory	26
Pansy	27
Phlox	28
Pinks	29
Sweet Peas	30

SEEDTAPE

(Better Quality Seeds)

SELECTED FLOWER OR VEGETABLE
SEEDS IN A FERTILIZED TAPE
YOU SIMPLY PLANT THE TAPE

**The greatest improvement
gardening has ever seen.**

Specially selected seeds, accurately spaced in a fertilized paper tape. You plant the tape, a whole row at a time. The seeds are better—the results are better—and the backaches and drudgery of gardening are entirely eliminated. With Seedtape you can plant in one hour what would ordinarily require all day and with it amateurs get as good results as experts.

AMERICAN SEEDTAPE COMPANY

WOOLWORTH BUILDING

NEW YORK CITY

SEEDTAPE

THE KNOWLEDGE AND PRACTICAL EXPERIENCE BACK OF IT

Great as are the time and labor-saving advantages of SEEDTAPE, its *real* superiority to the Gardener is demonstrated by the unusual results our customers have obtained with it in the past.

The splendid endorsement SEEDTAPE has received from Seed Experts and Agricultural Colleges is a further guarantee of its real worth.

Realizing the difficulties of the average Gardener in deciding just which vegetables to plant and then attempting to choose the best seeds, we procured the advice of an unprejudiced Board of Seed Experts and had this board select the vegetables that were admittedly the best varieties for the home Gardener.

With the right varieties chosen we sought the whole world over for the best seed growers from whom to buy the seeds for SEEDTAPE. Wherever climatic conditions were best adapted to any particular variety, there our seeds were grown—from Holland to California. And then we test and re-test and test again every lot that we receive—each test a test *by growth*. Expense and trouble have not been spared to make these seeds in reality *better quality seeds*.

Therefore, SEEDTAPE not only brings to you many advantages and conveniences in the planting of your garden, together with the accumulated thought, knowledge and experience of experts, in selecting the varieties, but *it is your assurance that you are getting the best garden seed obtainable*.

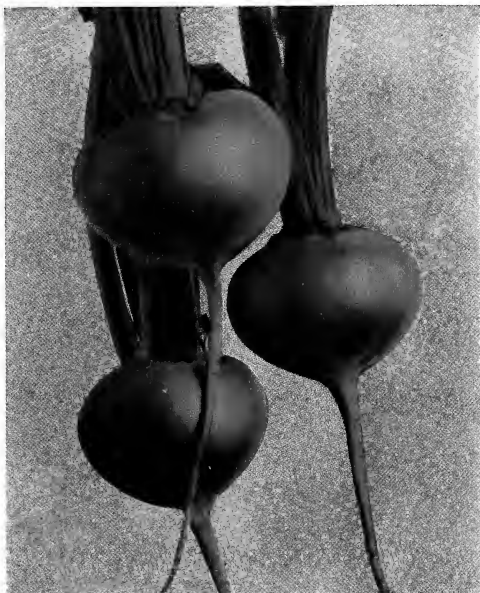
An unbiased selection of varieties—an expert choice of seeds tested by growth and finally, accurately spacing them in a fertilized tape—that is SEEDTAPE.

AMERICAN SEEDTAPE COMPANY

OUR READY-TO-GROW GARDENS ARE ON PAGE 31

*that you
save time
in fact it
takes more
time to
plant than
seed.*

A SUCCESSFUL GARDEN FOR ALL WITH SEEDTAPE



B E E T

Early Egyptian

The extreme earliness of this beet makes it desirable for the home gardeners. It is deep red in color, with small tops. The flesh is tender and splendid tasting. This beet matures earlier when Seedtape is used on account of the tape holding the necessary amount of moisture, and you will find an easily detected improvement in the quality.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

THE ADDITIONAL FERTILIZATION MAKES SEEDTAPE GROW QUICKER



C A B B A G E

Extra Early Jersey Wakefield

The heads are solid, cone-shaped, and rather large for a variety maturing so early. Delicious in taste and by far the most popular cabbage for the private gardener. Our Seedtape cabbage seeds are especially selected strains and will produce better-than-usual cabbage.

Premium Flat Dutch

For a late cabbage there can be no other choice. When grown from such true to type seeds as Seedtape it will be a revelation to you. This is a good winter cabbage and a splendid keeper.

All Season

A popular garden variety of medium size, with solid heads. This variety is suitable for planting at practically any season of the year. A good cabbage for any climate.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

YOUR GARDEN WILL COME UP EARLIER WITH SEEDTAPE



C A R R O T ✓

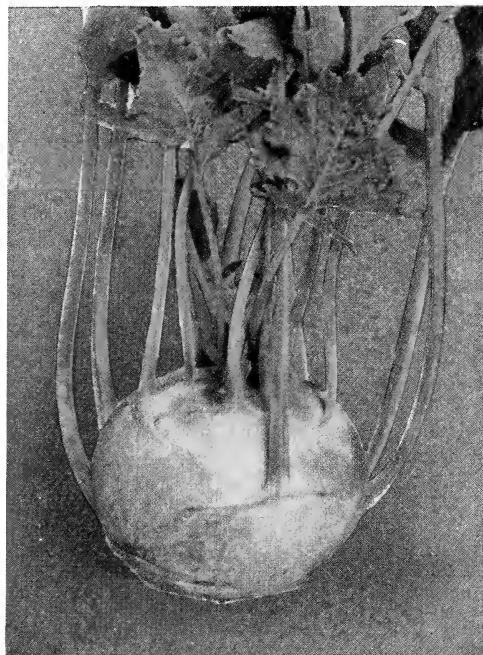
Oxheart

An ideal variety for the suburbanites' garden, for early summer crop. It is short and blunt at the end and very thick; attains maturity very rapidly and remains tender for a long time. Although an early maturing variety, it stands storing well, therefore it can be planted late for winter use. Seedtape carrots are easy to plant and you will get a crop of surprising regularity and excellent appearance, to say nothing of the super-quality.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

SEEDTAPE HAS BEEN ENDORSED BY AGRICULTURAL COLLEGES



KOHL - R A B I

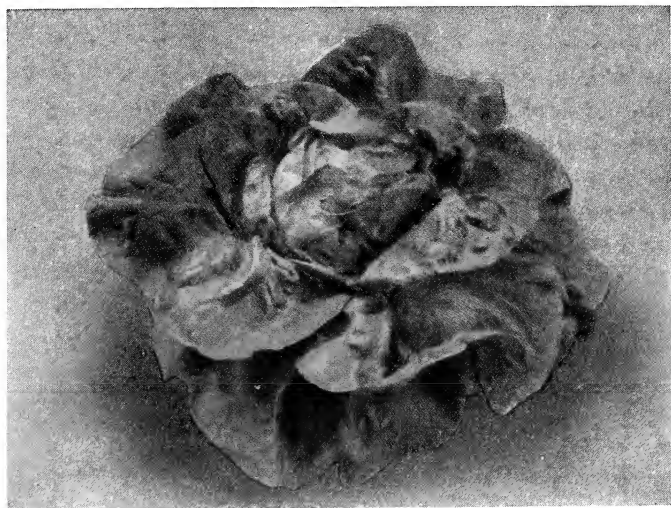
Early White Vienna

A vegetable somewhat resembling the turnip. In taste it is like both the cabbage and turnip. It should be used when young — if allowed to grow old it gets tough. While this is not an extensively grown vegetable it is one of exceptional merit and not so many years will pass before it is in every garden. The Seedtape seeds are in strict conformity with our usual high quality.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

SEEDTAPE ASSURES YOU BETTER QUALITY GARDEN AND FLOWER SEEDS



L E T T U C E
Big Boston (Head Lettuce)

There is no more popular lettuce in any part of the country than Big Boston. The heads are large in size and firm and the leaves have that delightful crispness so much desired and so essential.

It heads quite easily when Seedtape is used, and the additional fertilization to be found in the tape itself, adds considerably to the usual high quality of the seeds.

Unusual care has been taken in the selection of seeds for this type of lettuce, and almost every day we receive letters commending strongly the exceptional quality.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

THE AMATEUR GETS AS GOOD RESULTS AS EXPERTS WITH SEEDTAPE



L E T T U C E

Black Seeded Simpson (Leaf Lettuce)

There are a great many people who prefer a leaf lettuce to a head lettuce for the reason that it is earlier, considerably easier to grow and has a somewhat distinctive taste.

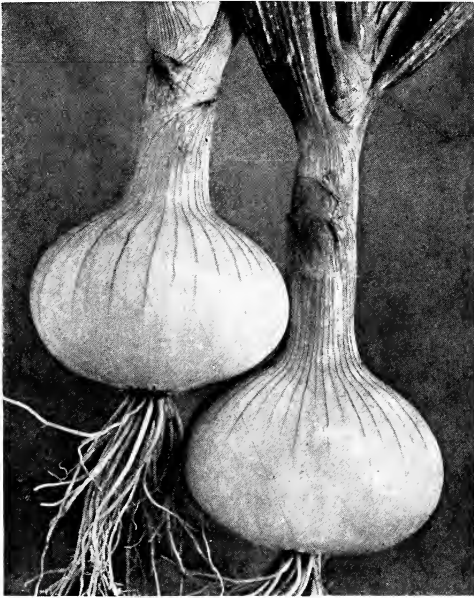
The leaves are finely frilled and this adds greatly to a splendid general appearance. The center leaves form a fairly compact head. Seedtape Black Seeded Simpson Lettuce is typical of the high quality we have standardized in Seedtape and by growing this lettuce it will be a revelation to you how good it really can be.

We feel that in highly recommending Black Seeded Simpson we are pointing out to you a way of securing far better lettuce with considerably less work.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

SEED EXPERTS ARE STRONGLY IN FAVOR OF SEEDTAPE



O N I O N ✓

White Portugal

The young plants are exceptionally fine for scallions and for salad on account of the mild, palatable, delightful flavor. The skin is a clear white. The seeds are so spaced that you can take out the young onions for early use and still have a perfect stand for late crop.

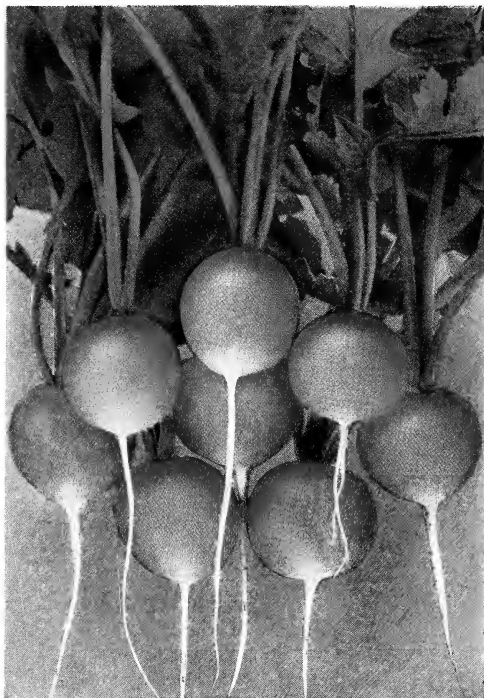
Yellow Globe Danvers

Very early, with a great uniformity in the time the crop matures. Unexcelled as a keeper and a thoroughly good onion in every respect. When you buy Seedtape you know that you are getting the best seeds.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

YOU SIMPLY PLANT THE TAPE—THINK OF THE SAVING IN TIME



R A D I S H

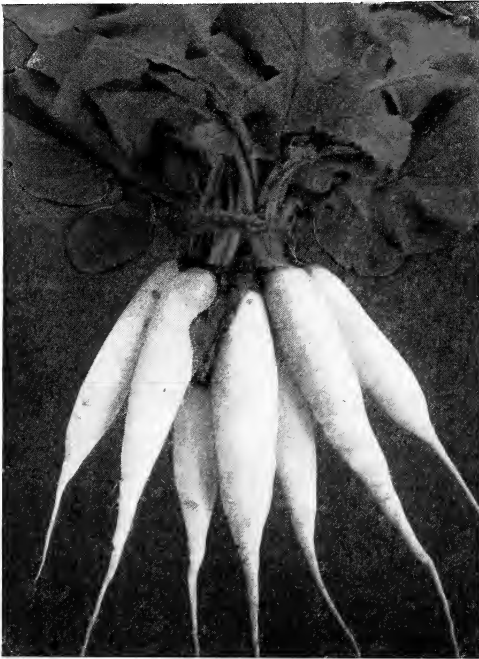
Scarlet Turnip White Tip ✓

With neither words nor picture can we do justice to this radish. Its exceptional quality has easily made it the favorite Seedtape vegetable, and the highly contrasting red and white skin adds beauty to its other good points. It is crisp to a high degree and very tender. The flesh is pure white—just as delighting to the eye as it is to the palate.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

SEEDTAPE COSTS YOU NO MORE THAN PLAIN ORDINARY "SEEDS"



R A D I S H

White Icicle ✓

Long Scarlet

A clear, white skin puts this radish much in demand. Looked upon by many as the finest radish they have grown and certainly the best summer radish. Even if your garden didn't have white radishes last summer, do not overlook them this year.

We find that we have succeeded in obtaining a long radish of real worth for the home garden. The taste is delicious when planted the Seedtape way and you should not fail to grow it.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

ELIMINATES "THINNING OUT" AND ITS BACKACHES



P A R S L E Y

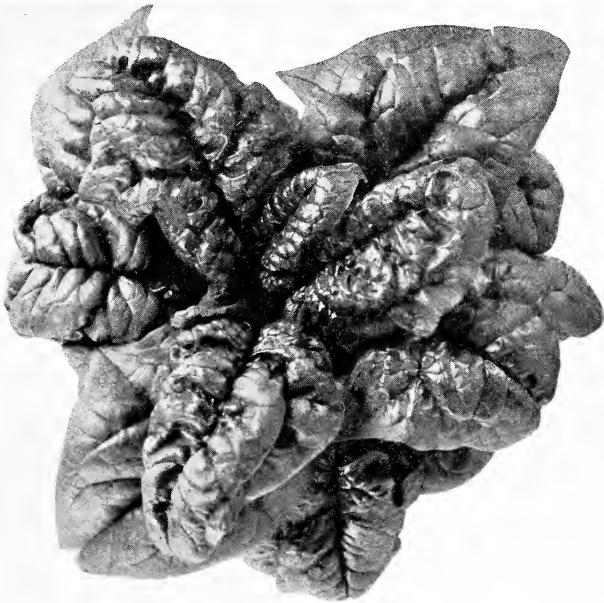
Double Curled

The best known and most popular parsley on account of its highly decorative, deep-green foliage. The leaves are prettily curled and form a very attractive garnishing for any dish, besides being one of the best parsleys grown for use in soups, etc. The seeds we tape are sure-growing and a hard-to-equal strain. Every garden should have *some* parsley in it—so don't forget to include it in your order.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

EVERY ROW A STRAIGHT ROW — WITH SEEDTAPE



SPINACH ✓
Long Standing

A large leaved sort that is very hardy and well able to withstand severe climatic conditions.

The leaves are round in form and of good substance—they will not boil down quite as much as other varieties.

The seeds we tape are of the very highest quality and the fertilizer in the tape does its part in securing better and more vigorous plants.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

EACH PLANT PERFECT—GROWING JUST WHERE IT SHOULD GROW



S W I S S C H A R D ✓

Giant Lucullus

This vegetable is prepared and eaten the same as spinach, but it has an advantage over spinach in that it can be had all summer, when spinach is not available.

After the plants secure full growth the center rib may be used as asparagus. The leaves themselves are exceedingly tender.

This is an ideal vegetable for the man with small garden space.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

EVERY GARDEN A GOOD GARDEN—WITH SEEDTAPE



T O M A T O
New Stone ✓

This is a tomato we would heartily recommend your planting. The fruit is large, wondrously palatable and extremely solid. It is a brilliant scarlet in color and its regularity makes it splendid for slicing. By planting Seedtape you secure more vigorous, healthier plants that will give you a bigger yield and better vegetables.

PACKAGE CONTAINING 40 FEET, 10 CENTS

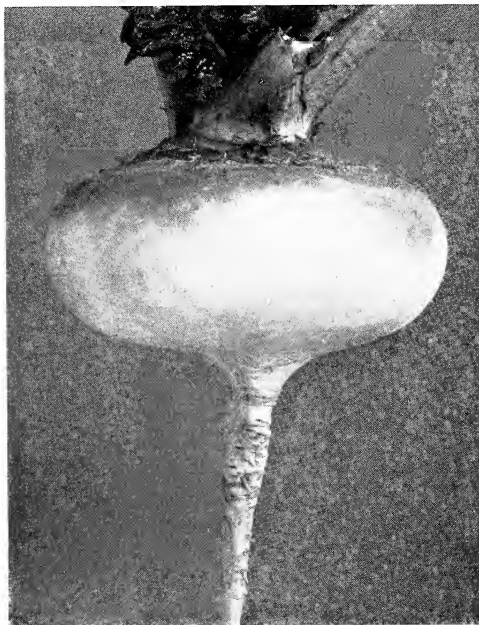
Beauty

Large, smooth purplish-crimson variety, thick solid flesh, with thin skin, a most satisfactory tomato for the home garden, as it makes an excellent appearance on the table.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

GARDENING'S BIGGEST HELPER — SEEDTAPE



T U R N I P
Red Top Strap Leaved

Six weeks from the time of planting this will give a crop of splendidly flavored roots. The upper portion of this Turnip is a reddish purple while the bottom is a pure white. The flesh itself is crisp, fine-grained and white. On account of the rapidity with which this grows, it is easily the most popular garden variety. If your Turnips are Seed-tape Turnips they are sure to be better.

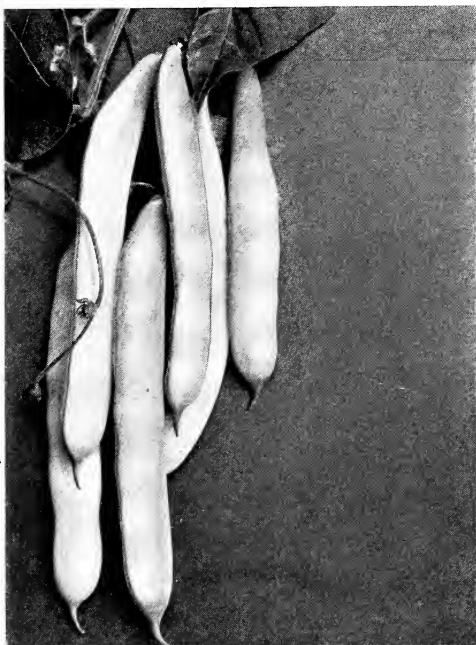
Yellow Top White Globe

Flesh and skin white with the exception of a tinge of yellow at top—close grained and a good fall variety.

PACKAGE CONTAINING 40 FEET, 10 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

 SEEDS OF EXCEPTIONALLY HIGH QUALITY



B E A N S

Golden Wax Improved

The best "butter bean", and easily the most popular. Vigorous, bush plants, quite early and prolific. Deep golden yellow. Heavy cropper. Good for home or market gardener.

Bountiful

The best of the green-podded bush beans. It is flat and a decidedly superior variety ; hardy, extremely early ; will not rust or mil-

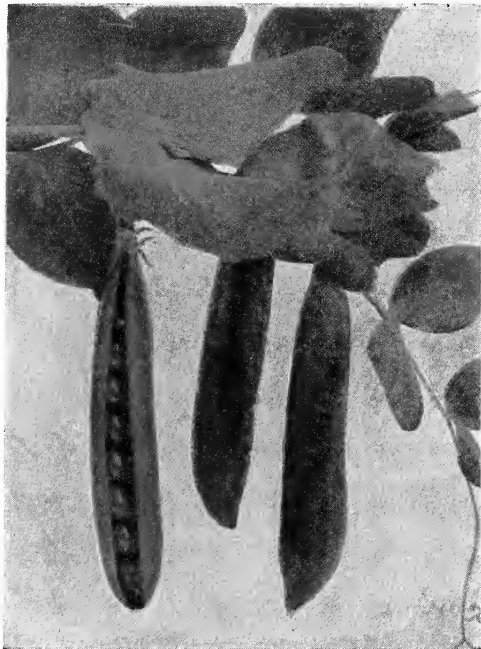
dew. Prolific and a continuous bearer.

Challenger Pole Lima

The popular Lima. Pods contain 4 to 5 good sized beans of excellent flavor.

PER PACKAGE, 10 CENTS ; THESE ARE NOT TAPED

UNEXCELLED FOR PURITY AND FERTILITY



P E A S

Gradus (Also called Prosperity)

The pods are large and well-filled with peas of splendid flavor, maturing early in June in the vicinity of New York. Single stemmed and do not require so much room.

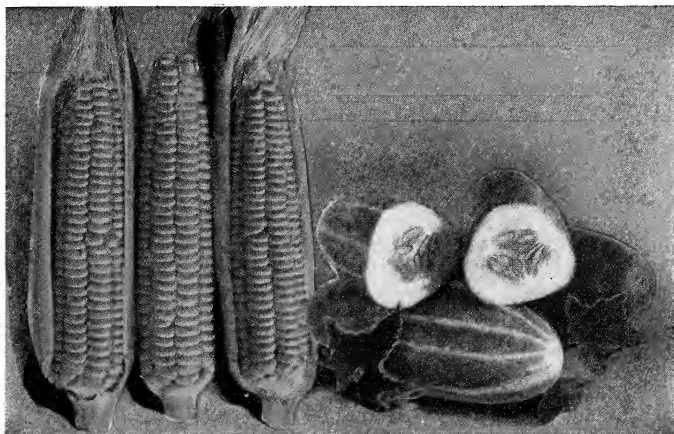
English Wonder

For many years the favorite for main crop. The vines are heavy and require support. These large wrinkled peas have attained their present popularity principally on the strength of their fine flavor.

PER PACKAGE, 10 CENTS; THESE ARE NOT TAPED

SEEDTAPE
BETTER QUALITY SEEDS

IN BUYING ALWAYS LOOK FOR THE NAME "SEEDTAPE"



C O R N

Golden Bantam

The favorite early corn for the home gardener. The kernels are rather good sized, well filled and a burnished gold color. But in flavor this corn is distinctive—its rich sweetness may be found in no other variety.

Country Gentleman (for main crop)

The ears run from 7 to 9 inches long and the stalks bearing them generally about six feet. The kernels are irregularly spaced on the ears and are of decided sweetness.

C U C U M B E R S

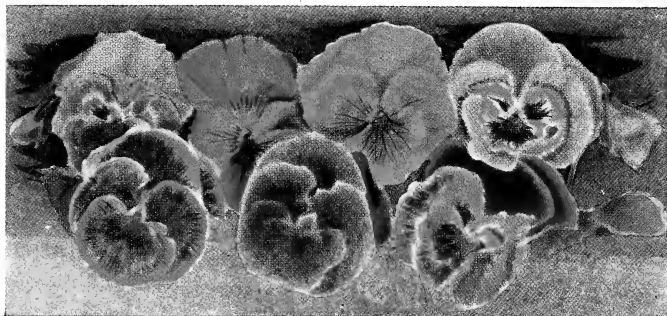
Early White Spine

Will produce a crop of good sized, uniformly shaped cucumbers, rich green in color, and with light green markings. The flesh is solid, fine-grained, and a clear white. This variety is splendid for slicing.

PER PACKAGE, 10 CENTS; THESE ARE NOT TAPED

SEEDTAPE
BETTER QUALITY SEEDS

BEAUTIFUL DESIGNS ARE POSSIBLE WITH SEEDTAPE



S E E D T A P E F L O W E R S

Who doesn't admire a prettily arranged flower garden?—a glaring bit of color skirting the path from house to street—or perhaps in lovely profusion by the sides of your home.

Seedtape flowers are easy to plant. And they grow quicker.

To those of you who are not fortunate enough to possess space for a real flower garden, we want to ask that you try Seedtape flowers in a window box.

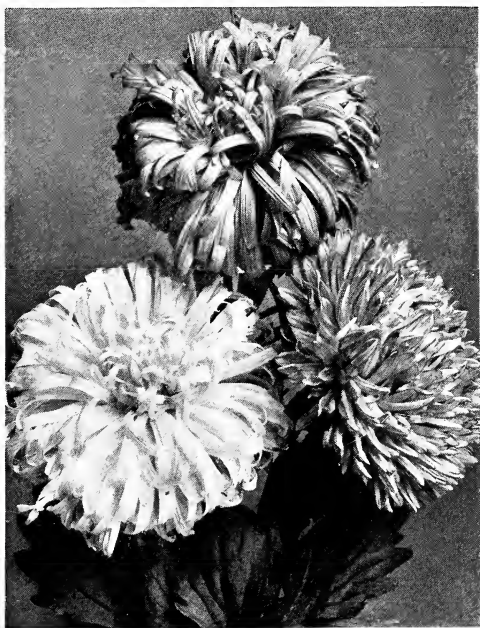
For instance, have a neat little window box and plant some Asters in it.

Edge it with Pansies, and you can hardly imagine what a beautiful result you will obtain.

But there are countless possibilities. Why not do a little experimenting of your own—and write us of the results you obtain.

We will pay \$5 each for any photographs which we accept, of novel ideas, showing either flower gardens or vegetable gardens.

LANDSCAPE ARCHITECTS HIGHLY RECOMMEND SEEDTAPE



A S T E R

The enormous popularity of the Aster is due not alone to the beauty of its chrysanthemum-like flowers, but to the ease with which it can be grown.

Seldom will you find a garden in which Asters do not play their part in the bedding schemes. The colors are mixed, embracing the prettiest shades of blue, carmine and white.

Plant in the open ground in May and they will bear flowers in splendid array.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

YOU ARE SURE OF A BEAUTIFUL FLOWER GARDEN WITH SEEDTAPE



B A L S A M

This old-time favorite is, in reality, a native of India. Its many-hued, double flowers thrive splendidly in sunny situations and the plants quickly grow into beautiful bushes thickly studded with rose-like blooms.

The Balsam *is* a pretty flower, and one well worth putting in any garden. We have taped only such seeds as are the highest quality obtainable—and in purchasing Seedtape you are assured of success.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

ALL THE UNNECESSARY LABOR IN GARDENING IS ELIMINATED



C A N D Y T U F T

Flowers such as these, while they are primarily intended for bedding and borders are also highly prized for cutting. Many of the sorts are extremely fragrant and all are exceptionally profuse in blooming. In order to get the very best results the Seedtape should be planted first in April, and a second planting made sometime in May. For Fall flowers the Seedtape should be planted toward the latter part of July.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

ELIMINATES "THINNING OUT" AND ITS BACKACHES



C A L I F O R N I A P O P P Y

These will give to your garden a profusion of golden-hued flowers that will afford splendid contrast to the more sombre-toned blooms.

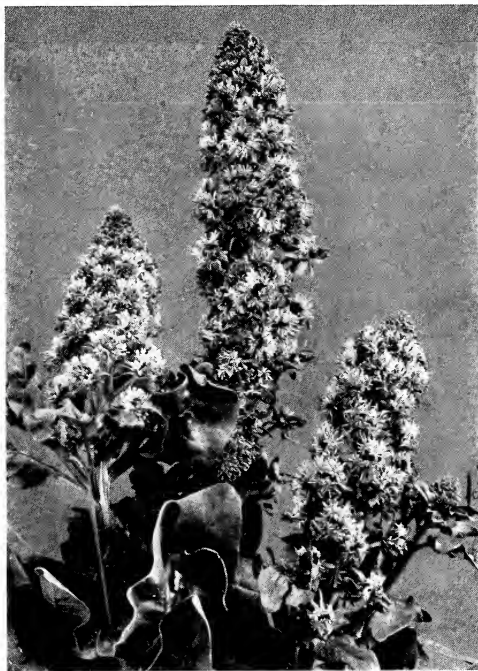
The flowers resemble those of the Poppy and are carried on foot-high plants, the foliage of which is edged with silver.

They are easy to grow and with Seedtape give unusually satisfactory results. The California Poppy is California's State flower.

P A C K A G E C O N T A I N I N G 10 F E E T , 5 C E N T S

SEEDTAPE
BETTER QUALITY SEEDS

YOU SIMPLY PLANT THE TAPE—THINK OF THE SAVING IN TIME



M I G N O N E T T E

You can put Seedtape in from April 1st to July—and a splendid succession can be secured by making plantings every three weeks. July plantings will afford beautiful flowering plants whose shapely clusters of flowers may be gathered until late in November. Mignonette is a splendid sort for cutting—as it makes an elegant appearance when used in bouquets in combination with other more showy and more pretentious blossoms.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

HIGHEST QUALITY SEEDS, SCIENTIFICALLY FERTILIZED



M O R N I N G G L O R Y

The colors of the Seedtape Morning Glory run from white to almost black, embracing considerably varying shades of carmine, blue and purple.

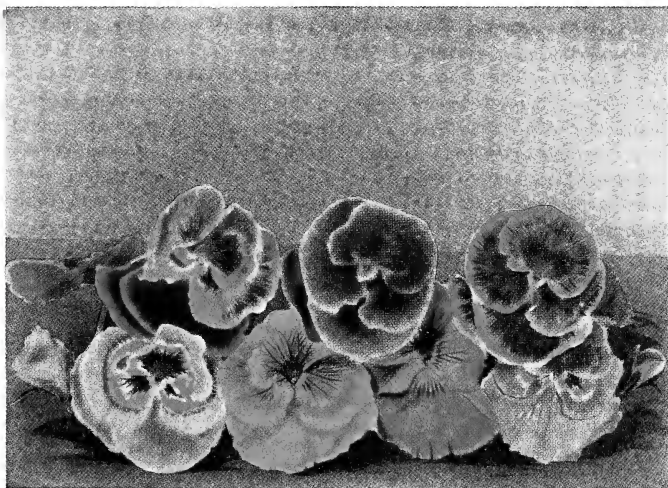
The beauty of the foliage, generally a brilliant green, is quaintly enhanced by leaves blotched here and there with white or yellow. The height of the Seedtape Morning Glory often reaches over 20 feet, maturing quite rapidly.

Surely you have a place for this flower on some lattice work.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

SEEDTAPE ASSURES YOU BETTER QUALITY GARDEN AND FLOWER SEEDS



P A N S Y

For bedding—for ribbons—for intricate or simple designs—nowhere can you find a flower equalling either in popularity or beauty the Pansy.

The vari-colored flowers will make a paradise of any garden. With some colors exceedingly sombre—and others a glaring shade—it is no wonder the Pansy has found its place in every garden.

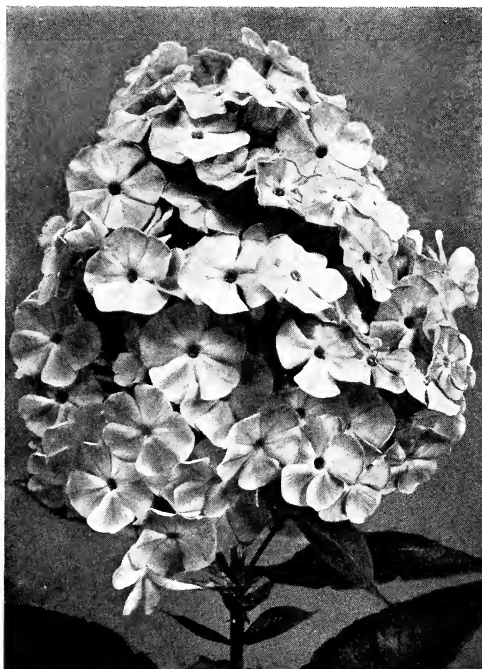
The planting should be made early in the spring, so that the early rains may play their part in bringing forth the most gorgeous flowers; or they may be planted in a cool, moist place in June and July when they will give beautiful Fall flowers.

The Seedtape quality is of course maintained here and only the largest flowering sorts are used.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

SEEDTAPE HAS BEEN ENDORSED BY AGRICULTURAL COLLEGES



P H L O X

There is no flower which offers such a wide variety of dazzling colors and color combinations as the Phlox. This is the easiest annual to grow, you will find, and the effects obtainable in cluster or ribbon beds is really startling. The flowers themselves are delicate-appearing and form good sized clusters. The Phlox in addition to being excellent for bedding and the like, shows up splendidly when used as an "undergrowth" for such foliage-lacking plants as Asters, etc. Planting should be made as soon as the frost is out of the ground in the Spring and again in May.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

A SUCCESSFUL GARDEN FOR ALL WITH SEEDTAPE



P I N K S

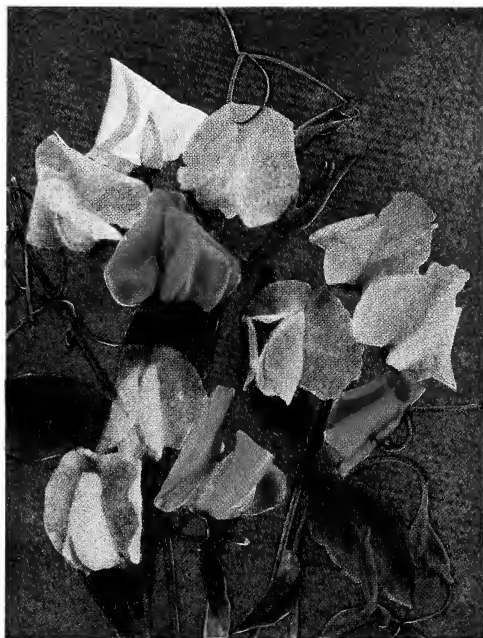
Gorgeous little flowers these—a splendid adjunct to your flower collection. They are especially adapted to cutting, and the excellent range of color leaves little to be desired in forming gorgeous-hued beds.

To get the very best blooms it is essential that only the very best seeds be used and we have been particularly painstaking in our selection.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

THE ADDITIONAL FERTILIZATION MAKES SEEDTAPE GROW QUICKER



S W E E T P E A S

Since Sweet Peas are generally grown in double rows the ease with which Seedtape can be planted is apparent. Merely a row of it on either side of a wire support or netting. This will make them exceptionally uniform in appearance. The colors are of course mixed and only the choicest sorts are used, the large-flowering vigorous growing kinds so welcome in good gardens—and few gardens are able to do without them. We feel that we do not have to add anything in praise of these wonderful flowers.

PACKAGE CONTAINING 10 FEET, 5 CENTS

SEEDTAPE
BETTER QUALITY SEEDS

YOUR GARDEN WILL COME UP EARLIER WITH SEEDTAPE

R E A D Y - T O - G R O W

SEEDTAPE GARDENS

We have prepared a specially selected Ready-to-Grow Garden in both \$1.00 and \$2.00 sizes. Each assortment consists of the choicest varieties of tested seeds, carefully selected by our Board of Seed Experts, whose experience and knowledge assures you a properly proportioned, well balanced garden of the very best varieties of vegetables.

FOR \$1.00

Lettuce, Big Boston. Parsley, Double Curled. Radish, Scarlet Turnip White Tip. Onion, White Portugal.	Turnip, Red Top Strap Leaf. Carrot, Oxheart. Swiss Chard, Giant Lucullus. Beets, Early Egyptian. Beans, Golden Wax Improved. Beans, Bountiful.
---	---

FOR \$2.00

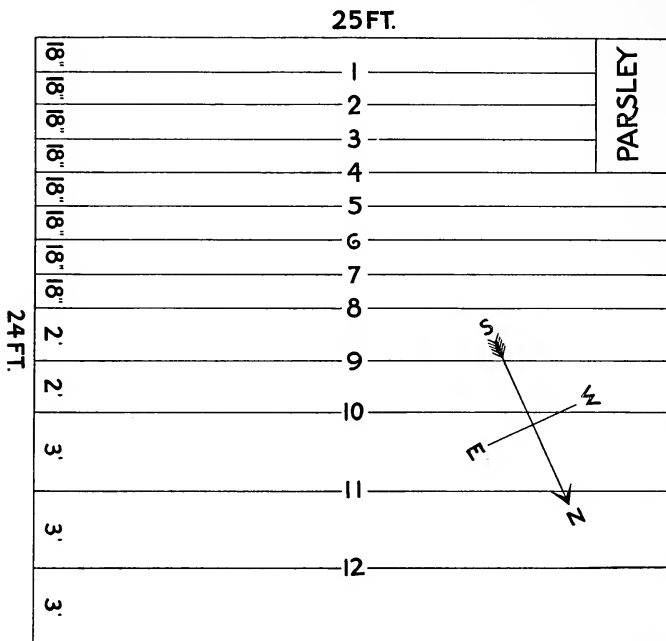
Beets, Early Egyptian. Cabbage, Extra Early Jersey Wakefield. Cabbage, Premium Flat Dutch. Carrot, Oxheart. Kohl-rabi, Early White Vienna. Lettuce, Big Boston. Lettuce, Black-Seeded Simpson. Onion, White Portugal. Radish, Icicle. Radish, Scarlet Turnip White Tip.	Radish, Long Scarlet. Parsley, Double Curled. Spinach, Long Standing Swiss Chard, Giant Lucullus. Tomato, Stone. Turnip, Red Top Strap Leaf. Beans, Golden Wax Improved. Beans, Bountiful. Cucumbers, Improved White Spine. Peas, Gradus.
--	---

FOR 25 CENTS

FLOWERS

Asters. Balsam.	California Poppy. Pansy. Sweet Peas.
--------------------	--

SEEDTAPE ASSURES YOU BETTER QUALITY GARDEN AND FLOWER SEEDS



THE IDEAL GARDEN FOR A SMALL FAMILY

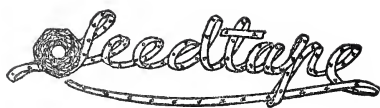
1. Lettuce in April, ready in June, then leave as path to Parsley.
2. Radish in March, ready in April, follow with Lettuce May 1st.
3. Onions in March, ready in July, follow with Turnip in July.
4. Turnips in March, ready in June, follow with Carrots.
5. Carrots in March, ready in May, follow with Onions.
6. Swiss Chard in March, ready in June, and continue all season.
7. Radish in April, ready in May, (10 feet) also 15 feet Swiss Chard, same time as No. 6.
8. Beets in March, ready in June.
9. Beans, Green, in May, ready in July.
10. Beans, Wax, in May, ready in July, follow with Beets for winter.
11. Peas in April, ready in June, follow with Green Beans.
12. Radish, April 25, (10 feet) 15 feet Peas, same time as No. 11. Follow Peas with Wax Beans.

SEEDTAPE
BETTER QUALITY SEEDS

AMERICAN SEEDTAPE COMPANY

WOOLWORTH BUILDING

NEW YORK CITY



Trade Mark Registered